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Greece

HRI Food Service Sector

Annual Report

2004

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Report Highlights:

Greece is among the most popular tourist destination in the world and ranks as the world's 15th largest destination by number of visitors in the world. In 2001, Greece received 14.7 million tourists, representing earnings of \$6.3 billion, 4.9% of the country's total GDP. Greece, the host of 2004 Summer Olympic Games, expects tourism to reach 25 million people in 2004. This event provides exciting marketing opportunities for U.S. foods to meet the increased demand.

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Table of Contents

SECTION I. MARKET SUMMARY	3
SECTION II. ROAD MAP FOR MARKET ENTRY	6
A. Entry Strategy.....	6
B. Market Structure.....	6
C. Sub-Sector Profiles.....	7
SECTION III. COMPETITION	12
SECTION IV. BEST PRODUCT PROSPECTS	12
SECTION V. POST CONTACT AND FURTHER INFORMATION	14

SECTION I. MARKET SUMMARY

Greece has a total area of 131,957 square kilometers. This consists of 80.9% mainland and 19.1% islands, creating a coastline of 15,021 km. Greece is an import-dependent country (\$4.7 billion of agricultural products in 2003 while total imports amounted to \$40 billion), with EU countries supplying the majority of imported food products. Greece has a population of 11 million people; and the Greek economy is continuing to improve steadily although it is still not as strong economically as some of the other EU member states. The new government elected in March 2004 places its economic focus on new structural policies aiming to improve the country's macro-economic competitiveness, accelerate growth rates and improve the country's labor market. Increasing foreign investment in the country is expected to deal with fiscal problems. With immediate economic plans to strengthen various sectors including tourism, the new government expects to give a significant push in economic growth through a policy that will attract investments, both domestic and foreign. Priorities for the new government will be the best possible absorption of EU funds, the promotion of the remaining major infrastructure projects, the development of tourism and agricultural sector. Efforts are also made to prepare the economy for the "post-Olympics" era and make sure growth continues even after the Games. The Greek government is planning to submit a revised three-year convergence plan to the European Community in October 2004, which will include information and projections based on the aftermath of the Games.

Economy

The Bank of Greece reported that the country's GDP grew 4.0 percent in 2003. According to early forecasts the country's fiscal deficit was about 2.95 percent of GDP in 2003, close to the 3 percent limit of the EU stability pact. The National Statistical Service (NSS) of Greece reported Greece's harmonized monthly consumer price index slowed to 2.9 percent in March 2004, from 3.9 percent the previous March, while the average annual consumer price index for the period April 2003 to March 2004 rose to 3.2 percent. The monthly inflation rate rose to 3.1 percent in April 2004 compared to 2.9 percent in March and remains the highest in the EU. NSS says that the March inflation figure reflects a 7.2 percent rise in alcohol and tobacco prices, a 4.7 percent in hotel-restaurant prices, and a 2.8 percent in food prices. The 2004 annual inflation is projected to reach 3.7%. The unemployment rate was 9.5 percent in 2003. Greek exports rose by 7.2 percent in January-November 2003 against the corresponding period of a year earlier, while imports rose by 19.7 percent compared to January-November 2002.

Greece is using its position as host of the 2004 Olympic Games to undertake numerous improvements and public projects including the construction of new highways and leisure facilities. As of early March, 70 percent of the projects have been completed. After the Olympic Games, 90 percent of current Olympic venues will be further developed and will mostly be given over to the tourism industry.

Tourism

Greece is among the most popular tourist destination in the world and ranks as the world's 15th largest tourist destination by number of visitors. In 2001 Greece received 14.7 million tourists, representing earnings of €7.03 billion, approx. \$6.3 billion, 4.9% of the country's total GDP. In 2002, the total assets of the tourist enterprises were €8.8 billion, approx \$9.7 billion, up by 12% compared to the previous year. The larger portion of this increase was channeled to investments urged by the promising prospects of the 2004 Olympic Games. Despite the stagnation in foreign exchange inflows, which have impacted the Greek enterprises in the tourism industry, the Hellenic Tourism Organization (HTO),

reports that the tourist sector will continue to grow in the next couple of years in conjunction with the Olympics.

Number of tourists visiting Greece	
Year	Arrivals
1994	11,301,722
1995	10,712,145
1996	9,782,061
1997	10,588,489
1998	11,363,822
1999	12,605,928
2000	13,567,453
2001	14,646,735

Source: National Statistical Service (NSS)

Air travel, and more specifically charter flights, is the most popular means of transportation for foreign tourists visiting Greece by 77% in 2001, in accordance with NSS data. Tourists originating from the U.K. and Germany account for the 36% of total arrivals in 2001, followed by Italians and Dutch. Nearly ninety percent of the total number of tourists come from EU member states. A remarkable factor is that more than half of the tourists come during July-September. In 1999, 305,261 Americans visited Greece, while in 2000 only 300,213, a decrease of 1.7%.

Hotel/Restaurant Industry

The Hotel/Restaurant Industry (HRI) food service sector is one of the fastest growing sectors in Greece, primarily due to the anticipation of the increase in tourism in conjunction with the Olympics and the 2-3 years immediately after. The size of the overall HRI food service sector in 2003 was €506 million.

- ◆ The commercial catering sector accounts for nearly 55 percent of the whole catering market, with a value of more than €124,800 (approx \$134,918)
- ◆ Institutional catering accounted for 19.7%, amounting to €44,000 (approx \$47,567)
- ◆ Airline catering accounted for 25.4%.

The sector is highly competitive but offers opportunities for U.S. food ingredients, tree nuts, snacks, frozen foods, single packaged foods, wines, and seafood. Ethnic foods, mainly Mexican, are showing potential in the sector. Fast-food chain restaurants' sales value in 2002 was €487.7 million (approx \$443.3 million), compared to €431.7 (approx \$385.9 million), a year earlier. Burger category dominates the market with market amounting to €226.6 million (approx \$206 million) in 2002.

The HRI sector will need to increase its supplies in conjunction with the Olympics and a couple of years thereafter, to meet the increased demand. The run up to the Olympics has a spill over effect among Greek consumers as they gain more exposure to international products and seek to experience a wider range of international foods. While this presents exciting opportunities for U.S. agricultural products, unfortunately, only a limited number of Greek importers and distributors are aware of the variety of U.S. food products. This constraint extends to the HRI sector, which relies predominantly on domestic products and imports from other EU countries. Along with the anticipated increase in tourism comes the expectation of additional transportation and food services. To a large extent, Greek food habits remain traditional with a heavy emphasis on the Mediterranean diet. However, social

changes such as new diets, more women working outside the home (women make up 40% of the work force), and more disposable income are all contributing to the rise in the frequency of eating out and use of catering services. In addition, the increasing independence of Greek teenagers increases interest in fast foods.

Greeks, with a 2003 per capita GDP of \$15,700, face a fluctuation in prices which influence their purchasing power. The table below provides data on price changes in various sectors. Food sector was the most affected category from price increases especially between 2001/2002. In 2002, about half of consumers believed this was a result of cost of living increase, compared to only about a third of consumers in 2001.

Price Changes in Consumer Products										
1999/2000, 2000/2001, 2001/2002 (% change between increase and retention in prices)										
Years	Food	Beverages, Tobacco	Clothing, Footwear	Housing	Seasonal goods	Health	Transportation, Communications	Recreation, Hotels, Restaurants	Education	Other
99/00	15.3	5.9	7.5	8.4	3.9	5.0	10.4	3.5	4.8	1.7
00/01	16.4	6.2	7.3	4.9	1.4	4.5	13.7	3.4	3.3	1.2
01/02	21.9	4.4	7.4	5.8	4.2	4.0	10.7	5.1	3.4	0.3

Changes in Consumer Spending										
1999/2000, 2000/2001, 2001/2002 (% change in difference between increase and reduction of spending)										
Years	Food	Beverages, Tobacco	Clothing, Footwear	Housing	Seasonal goods	Health	Transportation, Communications	Recreation, Hotels, Restaurants	Education	Other
99/00	15.3	-0.5	2.3	4.9	2.2	5.2	7.2	-8.8	4.2	1.6
00/01	16.8	1.9	2.8	4.6	1.2	2.7	9.3	-13.5	3.2	0.7
01/02	22.7	1.6	4.1	5.0	3.1	3.4	8.9	-8.3	3.9	0.1

Source: Finance and Tourism Magazine, Jan 2004

The second table shows that in the major consumption categories of food and clothing consumers gradually increased their spending. The recreation, hotels, restaurants sector, which shows only a relatively low increase in prices, is the only one showing a dramatic reduction in consumer spending (especially in 2000/2001 period). Nevertheless, in 2001, domestic tourism reported 14.9 million overnight stays compared to 14.6 in 2000, an increase of 2.2%. Greek tourists prefer the Attika region for vacations followed by Northern Greece, while foreign tourists prefer Northern Aegean followed by Crete.

Greek importers favor U.S. products because of their good quality and wider variety. However, existing constraints limit the U.S. market share of U.S. food and agricultural products to 3% in the last years.

Advantages, Opportunities and Challenges Facing U.S. Products in Greece

Advantages/Opportunities	Challenges
Greece, in conjunction with the Olympics and the increased tourism, represents a growing and important market for U.S. exports	A limited number of Greek importers are aware of the variety of U.S. food products that can be exported to Greece hence choose importing from other EU countries. U.S. exporters need to focus on innovative products to tempt Greek traders.
More disposable income available and changes in lifestyle and working schedule support further development of food services	Educating the food service representatives about the high quality, food safety and availability of U.S. food products is an important factor.

Exchange rate ratio between dollar and euro favors U.S. exports	Price factor is determinant when choosing food products for the HRI sector.
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SECTION II. ROAD MAP FOR MARKET ENTRY

A. Entry Strategy

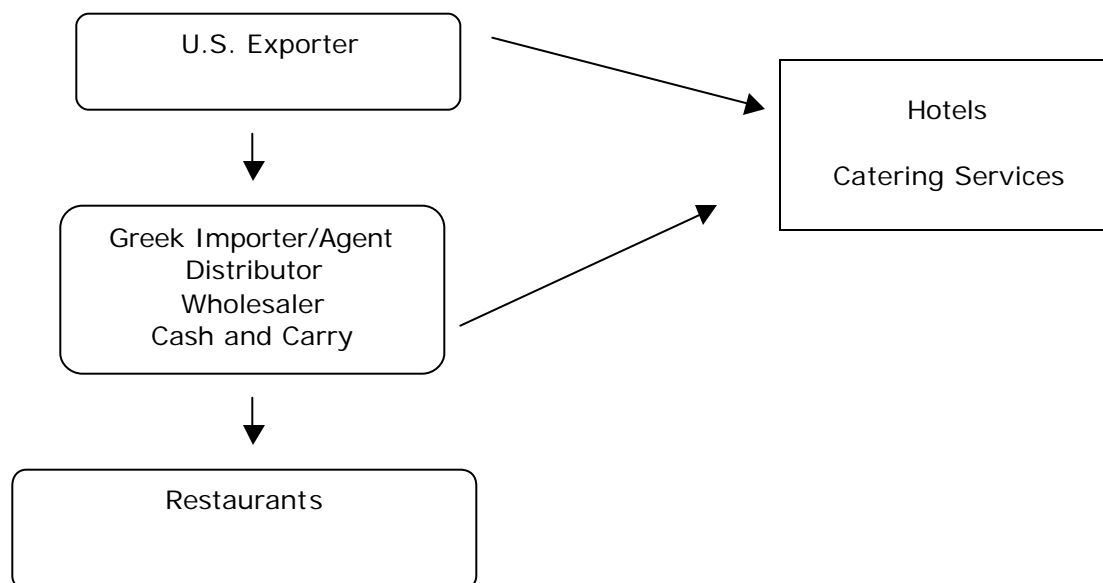
U.S. exporters entering the Greek market are advised to have an experienced agent or joint venture partner, with a suitable background, experience and extensive sales/service network, who can offer full support to the end-user. The agents usually undertake promotional campaigns for the import products they service. Several large organizations in the food service sector, including hotel and fast food chains, either import directly or have their own supply unit.

EU and Greek Regulations and Safety Requirements

Greece, as a member of the European Union, fully complies with about 90% of EU regulations on labeling and ingredient legislation. Additionally, Greece maintains specific labeling and ingredient rules for some food products under the Greek Food Code. Greece requires the labels to be in the Greek language. Multi-language labels are accepted. New to market food products require prior approval by the Supreme Chemical Laboratory. Products complying with the terms, regulations and provisions of the current Food Code do not require special permits in order to be imported and marketed in Greece.

U.S. exporters need to take into consideration the EU and Greek regulations and safety requirements, i.e. hormone free meat, GMO's content, and traceability and labeling requirements. In addition, contacting the Supreme Chemical Laboratory to verify the various ingredients and additives used are allowed into Greece is strongly suggested.

B. Market Structure



- ◆ Food products are usually imported by an importer or agent who may also be a wholesaler and/or distributor. Big hotel chains and catering services have their own central buying departments and act as importers too.
- ◆ Most of the distributors have nationwide distribution channels
- ◆ “Cash and Carries” sell to retailers and restaurants at more competitive prices. METRO S.A., with 24 outlets, is the major “Cash and Carry” in Greece.
- ◆ The wholesalers/distributors buy from the local processing industry in addition to importing.

C. Sub-Sector Profiles

1. Hotels and Resorts

In 2002, 8,510 hotels operated throughout Greece compared to 6,423 in 1990, showing an average annual increase of 2.2%. The sector employs 500-600,00 people and contributes by 15% to the country's GDP. The sector invested €438 million (approx \$421 million) between 1998 and 2003 to renovate existing units (65,280 beds), and €98 million (approx \$94 million) to build new hotels and enlarge existing premises. In 2002, hoteliers spent €11.3 million (approx \$12.4 million) in advertisements, particularly in magazines, while the relevant amount for 2001 was €8.9 million (approx \$9.94 million). The Hyatt Regency ranks first followed by Loutraki Casino Club.

The following table provides data on the development of hotel industry between 1990 and 2002.

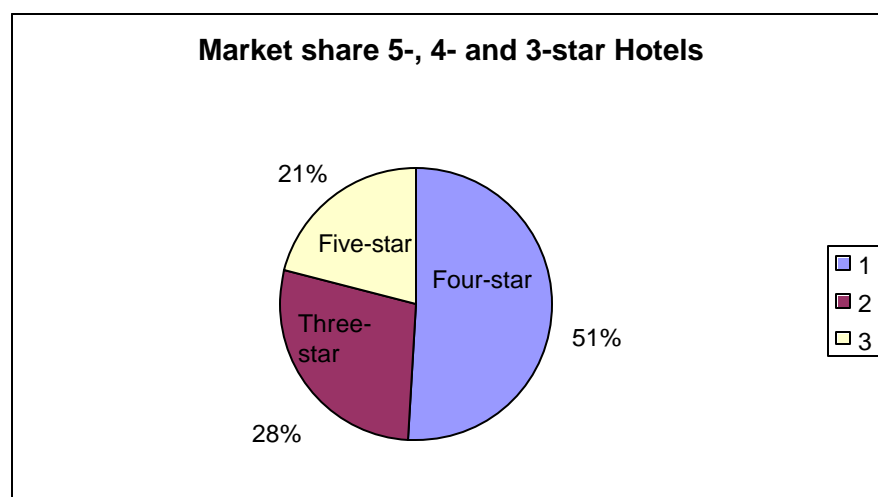
Development of Greek Hotel Industry (1990-2002)						
Year	AA (5*)	A (4*)	B (3*)	C (2*)	D	Total
1990	45	470	1,571	2,722	1,615	6,423
1991	46	515	1,674	2,840	1,572	6,647
1992	46	560	1,773	2,910	1,567	6,856
1993	51	629	1,896	2,923	1,636	7,135
1994	52	595	1,294	3,592	1,637	7,170
1995	60	621	1,328	3,719	1,659	7,387
1996	62	656	1,362	3,750	1,647	7,477
1997	65	681	1,405	3,615	1,628	7,394
1998	72	728	1,449	3,870	1,666	7,785
1999	77	745	1,456	3,907	1,671	7,856
2000	79	766	1,474	3,967	1,650	7,936
2001	90	816	1,543	4,189	1,646	8,884
2002	97	847	1,579	4,329	1,658	8,510

Source: ICAP

As shown above, category C hotels represents about half of the total capacity. The total number of beds in 2002 was 625,155, of which 123,812 beds, a 19.8% share, were in hotels located in Crete island, followed by Dodekanesse islands (109,923 beds, 17.6%) and Sterea Hellas (91,565 beds, 14.6%).

The 3rd Community Support Program, "Competitiveness" Operational Program, includes €627.9 million to fund improvement of existing units, promotion of Greek tourism abroad, training and know-how. Three-star hotels which contracted with the Organizing Committee of Athens 2004 Olympic Games were funded with €30 million (approx \$35 million) to upgrade 10,000 rooms in Attika, Viotia, Evia and Korinth regions as well as in the Olympic cities.

The total market share of five-, four-, and three star hotels in 2002 was €2.2 million (approx \$2.4 million), while for 2003 is estimated to be €2.1 million (approx \$2.7 million). Over half of the market share of this segment belongs to four-star hotels, 28% to three-star hotels while the five-star hotels represent the 21% of this sector market share.



The following table provides data on the leading resorts and hotels in Greece with restaurant and catering services based on 2002 sales figure:

Leading Resorts/Hotels in Greece				
Company Name	Sales	Outlet Name	Location	Purchasing Agent(s)
HYATT REGENCY	€117.6	Hyatt Recency	Thessaloniki	Importers/Direct
DASKOTELS	€20.1	Grecotel, Rina	Crete	Importers/Direct
CLUB MEDITERRANEE	€27.3	Club Med, Golden Coast, Mare Nostrum	Evia, Corfu, Kos	Importers/Direct
ATHINAION S.A.	€32.1	Athenaeum Intercontinental	Athens	Importers/Direct
ALDEMAR	€29.6	Aldmemar	Crete	Importers/Direct
ESPERIA S.A.	€28.2	Esperos Village/Palace, Esperides, Epsilon Studios	Rhodes	Importers/Direct
HELIOS S.A.	€28.3	Elounda Bay Palace, Elounda Beach	Crete	Importers/Direct
CARAVEL HOTELS	€35.1	Divani Caravel, Divani Apollon	Attika (Stereia Hellas)	Importers/Direct

		Palace		
MITIS CO. HELLAS HOTELS	€29.4	Grand Hotel, Summer Palace, Rhodos Maris	Rhodes, Kos	Importers/Direct
CHANDRIS HOTELS	€23.6	Metropolitan, Chandris	Athens, Chios, Corfu	Importers/Direct
SANI S.A.	€19.2	Sani Beach, Porto Sani Village	Chalkidiki	Importers/Direct
TEAB S.A.	€22.1	Bella Maris, Creta Maris, Silva Maris	Crete	Importers/Direct
FEAX	€19.5	Grecotel Corfu, Grecotel Rhodes	Corfu, Rhodes	Importers/Direct
OLYMPIOS ZEYS	€13.0	Macedonia Palace	Thessaloniki	Importers/Direct

Note: Data in millions of Euros

Source: ICAP Greek Financial Directory

There are several hotel clubs operating in Greece including:

- Club Mediterranee
- Robinson Club
- Magic Life Club
- Venta Club

International Hotel chains operating in Greece include:

- Hyatt Regency
- Hilton (Hilton Hotels Corporation/Hilton International)
- Inter-Continental
- Best Western
- Iberostar
- Accor
- Marriott Hotels
- Holiday Inn Hotels

2. Restaurants

Households in the Athens metropolitan area spent about €64.83 (approx \$81) per month in dining out while other urban areas' households spent about €50.0 (\$62.5) on average. One-person households and high income households in urban areas spent 65.7% of total food expenses on dining out.

Three percent is the estimated annual increase of the burger type restaurants in 2003-2004, while the pizza type will increase by 5% and the snack-sandwich/souvlaki type is projected to increase by 5-10%. The total market size in 2002 was €487.8 million (approx \$442 million) compared to €431.7 (approx \$482 million) in 2001.

Fast food restaurants development (in €mln)				
Type	1999	2000	2001	2002
Burger	207.9	220.2	214.0	226.6
Pizza	56.1	70.5	88.0	102.7
Souvlaki	15.0	22.9	28.2	35.8
Snack-Sandwich	49.3	62.3	81.3	101.0
Others	12.2	18.2	20.0	21.7
Total	340.5	394.1	431.7	487.8

Source: TROFIMA KAI POTA magazine

The Greek fast food chain Goody's ranks 15 in the European list of the 20 biggest fast food chains with 205 outlets and €206 mln (approx \$230 million) in 2001, up by 11.4% compared to 2000.

Six fast food chains dominate the market by 76% and more specifically Goody's has 40% of the market, followed by Everest, 8.1%, McDonalds 8.0%, Pizza Hut, 6.7%, Grigoris Mikrogevmeta, 6.6% and Roma Pizza, 6.6%.

Restaurant Company Profiles

Company Name	Turnover (€mln)	Outlet Name	Location	Purchasing Agent
Dionysos Zonars S.A.	6.5	Zonars and Dionysos (Restaurants and pastry shops)	Athens	Importers
Kastelorizo S.A.	5.9	Kastelorizo (Restaurants, Nightclubs)	Athens	Importers
Hellenic Catering	206.0	Goody's (fast food)	All over Greece	Direct/Importers
Louis Sbarro Restaurants	10.9	Sbarro	Attika	Importers

3. Catering

The total catering sector showed an upward trend during the 1997-2002 period with an annual increase of 10.5%. The following table provides data on the development of the sector between 2000 and 2003. The sector is broken down into three subcategories, banquet, industrial and airline catering.

Catering services development by category (2000-2003) (in thousands of euros)				
Category	2000	2001	2002	2003
Banquet/Hotel	91,000	94,000	98,000	103,000
Banquet/Non-Hotel	33,000	35,500	39,000	43,000
Sub Total Banquet Catering	124,000	129,500	137,000	146,000

Industrial Catering	68,000	81,000	100,000	120,000
In flight	42,300	39,900	38,300	35,000
Airport catering	25,300	29,000	31,000	32,000
Sub Total airline catering	67,600	68,900	69,300	67,000
Grand Total	259,600	279,400	306,300	333,000

Source: ICAP

The Hotel Banquet catering as shown above represents the 71.5% of the total hotel catering which is expected to follow an upward trend in the next years. The decrease in the inflight catering reflects September 11th and SARS. Out of the total catering services sales, the banquet catering, both hotel and non-hotel, has a 43.9% market share.

The catering services in Greece are expected to grow to meet the increased demand in conjunction with the 2004 Olympics in August. ARAMARK-DASKO, a partnership of the U.S. company ARAMARK and Greek partner DASKALANTONAKIS GROUP (GRECOTEL Hotel Chain), was awarded the Olympic Village Contract amounting €34 million (approx. \$37.4 million). During the Olympics and the Special Olympics, the Olympic Village will serve 50,000 meals daily, namely 100 tons of food, for approximately 24,000 habitants of the Village including athletes, escorts and journalists in the two restaurants located in the Village named FILOXENOS (with a capacity to produce 6,000 meals/hour) and EPIKOUROS. In addition, several cafes will operate in the Village area. In the various Olympic venues more than 12 million meals are expected to be served to cover the 5.5 million visitors.

Food consumption in the Olympic Village, which represents the 1/6 of the whole food service program of the Olympics, include:

- ◆ 1,500 recipes
- ◆ 150,000 liters of milk
- ◆ 300,000 eggs
- ◆ 25 tons of cheese
- ◆ 300 tons of fruits and vegetables
- ◆ 36,000 dozens of croissants and pies
- ◆ 25,000 loaves of bread
- ◆ 85 tons of poultry
- ◆ 120 tons of meat
- ◆ 3 million non-alcoholic beverages
- ◆ 750 lt tomato sauce
- ◆ 5.2 tons of mushrooms
- ◆ 2 million liters of drinking water
- ◆ 10 tons of pasta
- ◆ 32 tons of rice
- ◆ 35 tons of potatoes

The major Greek, non-hotel catering companies, providing institutional catering are:

Greek Catering Companies	
Company Name	Turnover (€mln in 2002)
OLYMPIC CATERING	45.6
ABELA HELLAS	6.8

DIETHNES	4.6
EUREST PLATIS	5.1
ARIA GEFSEON	3.0
ARAMARK-DASKO	N/A (new)

SECTION III. COMPETITION

EU suppliers and domestically produced products are the main competitors to U.S. products in Greece. EU-15 countries supplied food products amounting \$2.5 billion, of a total of \$3.5 billion (2001 latest data available). As shown below, Netherlands, France and Germany are the leading countries in the food trade. In 2001, the U.S. ranks 8th in the list of food suppliers with imports totaling \$117 million, approx €130 million. In 2003, imports of U.S. origin consumer-oriented products grew sharply to \$60.3 million (approx €55.7 million) compared to \$39.6 million (approx €36 million) in 2002. The consumer-oriented products include snack foods, breakfast foods, meats, dairy products, fruits, vegetables, tree nuts, beverages, pet foods and cut flowers.

Greek food imports by Country of Origin (in million euro)	
Country of Origin	Value
Holland	534,062
France	440,906
Germany	420,746
Italy	403,780
United Kingdom	216,116
Denmark	164,268
Spain	149,499
Belgium	144,423
All others	774,627

Source: Eurostat

Greece provides good opportunities for U.S. firms with European subsidiaries, which enable them to compete on a more equal footing with EU suppliers.

SECTION IV. BEST PRODUCT PROSPECTS

A. PRODUCTS PRESENT IN THE MARKET WHICH HAVE GOOD SALES POTENTIAL

Frozen foods: One of the fastest growing markets in Greece is the frozen food market, especially frozen vegetables, french fries, fish, meat and dough. Frozen foods are increasingly sought by urban Greek consumers. Now that about 25% of Greek families, especially in the big cities, have microwaves and freezers, the demand for convenience foods is increasing.

Frozen and Salted Fish: Fish consumption in Greece has been increasing since 1995, in line with public awareness that seafood is healthy and can substitute for meat consumption. Greece is currently a \$290 million (approx €323 million) market for frozen fish and seafood products, of which \$262 million (approx 293 million) account for imported fish and seafood products (2001 data). Greek seafood consumption per capita is 24 kilograms. Total Greek consumption of frozen fish and seafood products reached 62,000 MT in 2001, of which 32,000 MT consisted of processed seafood products. U.S. exporters supply Alaska Pollack, Pacific Salmon, squid, and dogfish.

Tree Nuts: Greece is among the largest per capita tree nut consumers in the world. Tree nut consumption trends in Greece are gradually increasing in the food and confectionery industry while demand in the snack food sector remains stable. Good quality tree nuts are mostly used as snack food. Consumption figures include snack, confectionary, ice cream and bakery uses. One of the more popular tree nut products among Greek consumers is almonds. Annual consumption of almonds in Greece is roughly 16-17,000 MT and it is steadily increasing from year to year. Almond consumption represents 26% of total nut consumption which is estimated at 60,000 MT.

Pulses: Mainly beans and lentils, have good potential in the Greek market. Declining domestic production, coupled with the fact that pulses are considered a healthy food, favor imports.

B. PRODUCTS NOT PRESENT IN SIGNIFICANT QUANTITIES BUT WHICH HAVE GOOD SALES POTENTIAL

Meat: The sector has a very important role in the Greek market, since meat constitutes one of the most basic foodstuffs for Greeks, with around 88.4 kgs per capita average meat consumption. The meat market in Greece values euro 3 million. Imports cover more than 50% of the red meat sector. The market for meat has potential to increase as incomes grow in Greece. In addition to the retail sector, meat, and especially high quality beef, has very good potential for the hotel and restaurant sector.

Wine - Beer - Juices and Soft Drinks: These products seem to have a good potential in the Greek market in conjunction with the 2004 Olympics. There are more than 130 imported beer brands, which cover 6% of the beer market. The soft drink market also has been characterized by continual growth over the past decade, with consumption reaching 710,000 tons in 2001, a 5% annual increase. Juice consumption in Greece is reported for 2001 at 200,000 liters. Imports of mainly concentrated juices is approximately 8,000 liters. The Greek wine market is estimated at 382 million euro and 310 million liters in volume. Wine consumption in Greece is approximately 31.4 liters per capita.

Organic foods: Organic foods made their appearance 4-5 years ago and the trend is continuing. The European food crises of recent years have made consumers turn to organics as they look for "safer" foods, since they perceive that risk lies in commercial, mass production. Because it is perceived to be "healthy" demand for organic food products is forecast to rise.

Dairy Products: Dairy products constitute one of the most important categories of foodstuffs in domestic consumption. Their share of total food consumption exceeds 17% and is increasing annually. Cheese products hold also a noteworthy position in Greek supermarkets, accounting for about 12% of sales. Greeks rank among the biggest cheese consumers in the world. Ice cream, although seasonally consumed, is on average per capita consumption of 5 liters.

C. PRODUCTS NOT PRESENT BECAUSE THEY FACE SIGNIFICANT BARRIERS

Turkey and other poultry products: EU member states do not still import poultry products of U.S. origin. Cruise ships with foreign flag, an important provider of tourist accommodations and meals, particularly during the Olympics, are exempt from the EU food regulations which govern the mainland and Greek islands. Cruise ships therefore may serve US hormone-raised beef and US poultry.

SECTION V. POST CONTACT AND FURTHER INFORMATION

For additional information and a list of private sector contacts, please contact the Foreign Agricultural Service Office in Athens at the following address:

Foreign Agricultural Service

American Embassy

8, Makedonon Str.

GR-101 60 Athens

Tel. ++30-210-720-2233

Fax: ++30-210-721-5264

Email: AgAthens@usda.gov or fasgr@ath.forthnet.gr

FAS home page: <http://www.fas.usda.gov>

For additional information on the Greek market, please review that following reports available to the public through FAS homepage (<http://www.fas.usda.gov>)

- Exporter Guide
- Retail Food Sector

In addition, please contact our office to obtain Greek importer lists of various sectors.

Exchange Rates Used:

Average 2001: \$1.00 = €1.117

Average 2002: \$1.00 = €1.100

Average 2003: \$1.00 = €0.925

April 2004: \$1.00 = €0.834